

MBP TV SERVICES

LLC FZE · Media Monitoring & Broadcast Consultancy

Monthly Media Monitoring Report

Prepared for: [Client Name Redacted]

Reporting Period: June 2026

Report Type: Media Visibility & Audience Intelligence

EXECUTIVE SUMMARY

Report Overview

This report covers media monitoring activity for the period of **1–30 June 2026**. It includes brand mention tracking, audience engagement analysis, media visibility trends, and key observations relevant to the client's communication objectives. All data has been reviewed and organized by the MBP reporting team.

KEY PERFORMANCE INDICATORS

1,247 Total Mentions ▲ +18% vs last month	84K Est. Audience Reach ▲ +9% vs last month	67% Positive Sentiment ▼ -3pts vs last month	312 Unique Sources ▲ +24 new sources
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Key Highlights This Period

- Mention volume increased 18% month-over-month, driven primarily by digital news coverage.
- Broadcast mentions recorded across 4 regional TV channels during the reporting period.
- Positive sentiment remains dominant at 67%, though a 3-point dip warrants monitoring.
- 312 unique sources tracked — 24 new sources identified this cycle.
- Peak activity detected during the week of 10–14 June (campaign launch window).

SECTION 1

Media Visibility Analysis

The following section presents a breakdown of media mentions by channel type, geographic origin, and publication category during the reporting period.

MENTION BREAKDOWN BY CHANNEL

Channel Type	Mentions	Share	vs. Last Month
Online News	612	49.1%	+22%
Broadcast (TV/Radio)	198	15.9%	+11%
Social Media	287	23.0%	+14%
Print / Magazines	94	7.5%	+6%
Podcasts / Streaming	56	4.5%	+31%
TOTAL	1,247	100%	+18%

GEOGRAPHIC DISTRIBUTION

Region	Mentions	Notable Sources
United Arab Emirates	438	Gulf News, Khaleej Times, Dubai Eye
United Kingdom	201	BBC Online, The Guardian, City A.M.
United States	187	PR Newswire, Bloomberg, Forbes
Canada	89	Globe and Mail, CBC Digital
European Union	142	EuroNews, Reuters EU, Deutsche Welle
Other / Global	190	Various international syndications

SECTION 2

Sentiment Analysis & Audience Intelligence

SENTIMENT BREAKDOWN

Sentiment	Mentions	Share	Key Drivers
Positive	836	67%	Product coverage, industry recognition, event mentions
Neutral	286	23%	News references, industry roundups, listings
Negative	125	10%	Service delay mentions, competitor comparisons

AUDIENCE INTELLIGENCE NOTES

Audience engagement data was reviewed across monitored digital channels during the reporting period. The following observations were recorded:

Metric	Observation
Est. Total Audience Reach	84,000 unique readers/viewers across tracked sources
Peak Engagement Window	10–14 June 2026 (coinciding with campaign activity)
Top Performing Channel	Online News — highest reach and share volume
Audience Response Tone	Predominantly informational; limited emotional engagement
Broadcast Audience Est.	~22,000 viewers across 4 regional TV appearances
Social Amplification	287 social mentions with estimated 19,000 impressions

SECTION 3

Observations & Recommendations

Based on the monitoring data collected during June 2026, the MBP reporting team has identified the following observations and suggested next steps for the client's review.

Monitor negative sentiment cluster

- 1
- A 3-point drop in positive sentiment this month warrants closer review. The negative mentions are concentrated around service delay topics. We recommend tracking this cluster closely in the next cycle.

Podcast & streaming channel growing

- 2
- A 31% increase in podcast mentions is the fastest-growing channel this period. This suggests growing audience interest in audio formats. Consider whether this channel warrants expanded monitoring scope.

Peak activity window identified

- 3
- The 10–14 June window generated disproportionate mention volume. Aligning future communication or campaign activity to this type of window may improve organic media pickup.

European Union coverage expanding

- 4
- 142 EU mentions recorded this cycle — up from previous periods. This market is showing increased organic interest and may benefit from dedicated monitoring in the next reporting cycle.

NEXT STEPS

Action	Owner	Timeline
Deliver next monitoring cycle brief	MBP Team	30 July 2026
Review negative sentiment cluster	Client	Within 2 weeks
Confirm expanded podcast scope	Joint	Before 15 July 2026
Update monitoring keywords if needed	Client	Before cycle start

DELIVERY CONFIRMATION

Report Delivery & Service Record

This page serves as the official delivery confirmation for this reporting engagement. It documents the service scope, delivery date, and relevant reference information for client records and compliance purposes.

Field	Detail
Report Title	Monthly Media Monitoring Report — June 2026
Client Reference	[Redacted for Sample]
Service Type	Media Monitoring & Audience Intelligence
Reporting Period	1 June 2026 – 30 June 2026
Delivery Date	3 July 2026
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